1   What is claimed is:

2   1.   A method for distributing data to at least a selected one of a plurality of

3   potential instant message clients, the method comprising:

4   transmitting an identifier of a first client to an instant messaging server

5   coordinating communication with at least the selected instant message client;

6   determining a first location for the first client; and

7   transmitting the first location for the first client to the instant messaging server.

8

9   2.   The method of claim 1, further comprising:

10   receiving an advertisement from the instant messaging server responsive to

11   transmitting the first location.

12

13   3.   The method of claim 1, further comprising:

14   receiving from the instant messaging server a second location for the selected

15   instant messaging client.

16

17   4.   The method of claim 3, further comprising:

18   selecting an application program for execution based at least in part on the

19   second location.

20

21   5.   The method of claim 3, further comprising:

22   displaying an initial icon indicating an initial status of the selected instant

23   messaging client; and

1   displaying a revised icon corresponding to the second location.

2

3   6.   The method of claim 5, wherein the initial icon is a selected one of: an

4   offline indicator, an online indicator, and an emoticon.

5

6   7.   The method of claim 5, wherein the revised icon is a selected one of: a

7   country identifier, a state identifier, a government seal, a flag, a building identifier, and a

8   user identifier.

9

10   8.   The method of claim 3, wherein the revised icon comprises a proximity

11   map including a marker identifying the relative position of the second location to the first

12   location when the second location is proximate to the first location.

13

14   9.   The method of claim 8, wherein the marker is a selected one of: a country

15   identifier, a state identifier, a government seal, a flag, a building identifier, and a user

16   identifier.

17

18   10.   A method for distributing data to at least a selected one of a plurality of

19   potential instant message clients, the method comprising:

20   receiving an identifier of a first client by an instant messaging server coordinating

21   communication with at least the selected instant message client; and

22   receiving a first location for the first client.

23

1   11.   The method of claim 10, further comprising:

2   transmitting an advertisement to the first client responsive to receiving the first

3 location.

4

5   12.   The method of claim 10, further comprising:

6   transmitting the first location to an advertisement server;

7   receiving an advertisement from the advertisement server, the advertisement

8 determined based at least in part on the first location; and

9   transmitting the advertisement to the first client.

10

11   13.   The method of claim 10, further comprising:

12   receiving from the selected instant message client a second location for the

13 selected instant messaging client.

14

15   14.   The method of claim 13, further comprising:

16   transmitting the second location to the first client.

17

18   15.   An article comprising a machine-accessible media having associated data

19 for distributing data to at least a selected one of a plurality of potential instant message

20 clients, wherein the data, when accessed, results in a machine performing:

21   transmitting an identifier of a first client to an instant messaging server

22 coordinating communication with at least the selected instant message client;

23   determining a first location for the first client; and

1   transmitting the first location for the first client to the instant messaging server.

2

3   16.   The article of claim 15 wherein the machine-accessible media further

4   includes data, when accessed, results in the machine performing:

5   receiving an advertisement from the instant messaging server responsive to

6   transmitting the first location.

7

8   17.   The article of claim 15 wherein the machine-accessible media further

9   includes data, when accessed, results in the machine performing:

10   receiving from the instant messaging server a second location for the selected

11   instant messaging client.

12

13   18.   An article comprising a machine-accessible media having associated data

14   for distributing data to at least a selected one of a plurality of potential instant message

15   clients, wherein the data, when accessed, results in a machine performing:

16   receiving an identifier of a first client by an instant messaging server coordinating

17   communication with at least the selected instant message client; and

18   receiving a first location for the first client.

19

20   19.   The article of claim 18 wherein the machine-accessible media further

21   includes data, when accessed, results in the machine performing:

22   transmitting an advertisement to the first client responsive to receiving the first

23   location.

1

2   20.   The article of claim 18 wherein the machine-accessible media further

3 includes data, when accessed, results in the machine performing:

4   transmitting the first location to an advertisement server;

5   receiving an advertisement from the advertisement server, the advertisement

6 determined based at least in part on the first location; and

7   transmitting the advertisement to the first client.

8

9   21.   The article of claim 18 wherein the machine-accessible media further

10 includes data, when accessed, results in the machine performing:

11   receiving from the selected instant message client a second location for the

12 selected instant messaging client.

13

14   22.   A system, comprising:

15   an instant messaging server;

16   a first instant messaging client communicatively coupled with the instant

17 messaging server, wherein the first instant messaging client is configured to provide a

18 first location for the first instant messaging client to the instant messaging server;

19   a second instant messaging client communicatively coupled with the first instant

20 messaging client and the instant messaging server, wherein the second instant

21 messaging client is configured to provide a second location for the second instant

22 messaging client to the instant messaging server.

23

1   23.   The system of claim 22, further comprising:

2   an advertisement server communicatively coupled with at least the instant

3   messaging server, wherein the advertisement server is configured to provide an

4   advertisement determined based at least in part on instant message client locations

5   provided to the advertisement server by the instant messaging server.